

The Basics of Facebook Ads

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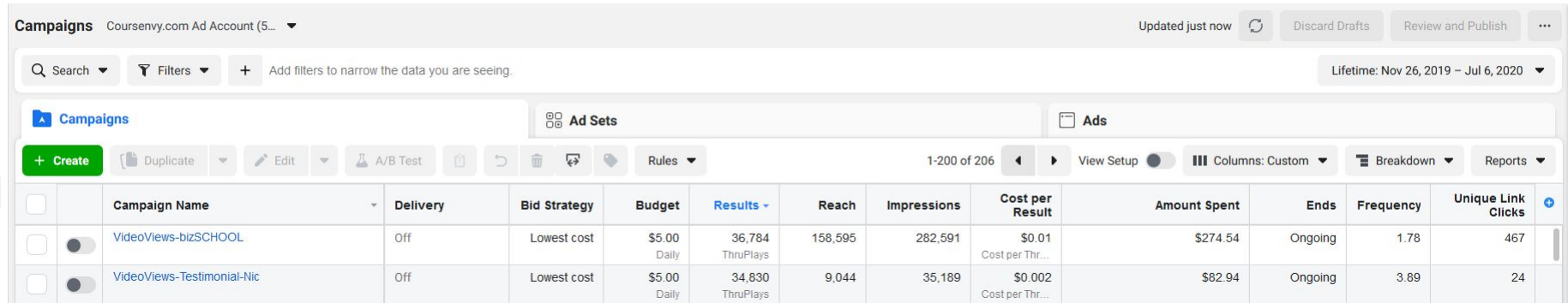
Facebook Ads are used to get your brand in front of people and share your story/value proposition!
Your goal with Facebook marketing is to create:

1. **Awareness** - Introduce your product or brand to the world via Facebook Ads. Create a story around your product/brand that people will remember.
2. **Consideration** - Offer a value proposition that attracts potential customers to consider your brand/product.
3. **Conversion** - Convert the customer (i.e. make the sale) and build ongoing customer loyalty that will keep customers buying again and again.

How to Create a Facebook Campaign

With the power of Facebook Ads, you can reach people based on location, age, gender, interests, actions they have taken on your website/app, and much more!

<https://business.facebook.com/adsmanager>



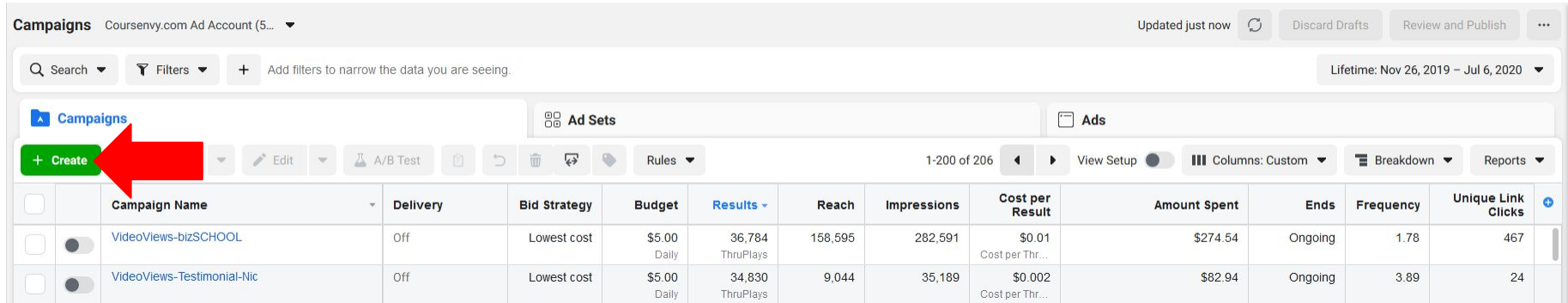
The screenshot displays the Facebook Ads Manager interface for a 'Coursenvy.com Ad Account'. The top navigation bar includes a search bar, filters, and a date range selector set to 'Lifetime: Nov 26, 2019 – Jul 6, 2020'. Below the navigation bar, there are tabs for 'Campaigns', 'Ad Sets', and 'Ads'. The 'Campaigns' tab is active, showing a table of campaigns. The table has columns for Campaign Name, Delivery, Bid Strategy, Budget, Results, Reach, Impressions, Cost per Result, Amount Spent, Ends, Frequency, and Unique Link Clicks. Two campaigns are listed: 'VideoViews-bizSCHOOL' and 'VideoViews-Testimonial-Nic'. Both campaigns are set to 'Off' delivery, 'Lowest cost' bid strategy, and have a budget of '\$5.00 Daily'. The 'VideoViews-bizSCHOOL' campaign has 36,784 results, 158,595 reach, 282,591 impressions, a cost per result of \$0.01, and \$274.54 spent. The 'VideoViews-Testimonial-Nic' campaign has 34,830 results, 9,044 reach, 35,189 impressions, a cost per result of \$0.002, and \$82.94 spent.

	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks
☐	VideoViews-bizSCHOOL	Off	Lowest cost	\$5.00 Daily	36,784 ThruPlays	158,595	282,591	\$0.01 Cost per Thr...	\$274.54	Ongoing	1.78	467
☐	VideoViews-Testimonial-Nic	Off	Lowest cost	\$5.00 Daily	34,830 ThruPlays	9,044	35,189	\$0.002 Cost per Thr...	\$82.94	Ongoing	3.89	24

How to Create a Facebook Campaign

Just click the **CREATE** button on your Facebook Ads Manager page to create a Facebook campaign:

<https://business.facebook.com/adsmanager>



The screenshot shows the Facebook Ads Manager interface. At the top, there's a header with 'Campaigns' and 'Coursenvy.com Ad Account (5...'. Below this is a search bar and filters. The main area shows a list of campaigns. A red arrow points to the '+ Create' button in the top left of the campaign list.

	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks
☐	VideoViews-bizSCHOOL	Off	Lowest cost	\$5.00 Daily	36,784 ThruPlays	158,595	282,591	\$0.01 Cost per Thr...	\$274.54	Ongoing	1.78	467
☐	VideoViews-Testimonial-Nic	Off	Lowest cost	\$5.00 Daily	34,830 ThruPlays	9,044	35,189	\$0.002 Cost per Thr...	\$82.94	Ongoing	3.89	24

How to Create a Facebook Campaign

The screenshot displays the Facebook Ads Manager interface. At the top, the 'Campaigns' tab is selected, showing a list of campaigns with columns for 'Campaign Name' and 'Delivery'. A red arrow points to the 'Create New Campaign' link in the top left of the pop-up. The pop-up itself is titled 'Choose a Campaign Objective' and features three columns of radio button options: Awareness (Brand awareness, Reach), Consideration (Traffic, Engagement, App installs, Video views, Lead generation, Messages), and Conversion (Conversions, Catalog sales, Store traffic). A red box on the right side of the pop-up contains the text: 'In this pop-up, select the "Create New Campaign" option.'

Campaigns CE Clients (111087379925797... Updated today at 11:33 AM Discard Drafts Review and Publish

Search Filters + Add filters to narrow the data you are seeing.

Campaigns Ad Sets Ads

+ Create Duplicate Edit A/B Test

	Campaign Name	Delivery
☐	Traffic Test	Off
☐	Message-WBF	Off
☐	ENG - WBF	Off
☐	Eng-WBF	Off
☐	Reach-WBF	Off

> Results from 5 campaigns

Create New Campaign

Choose a Campaign Objective [Learn More](#)

Awareness	Consideration	Conversion
☐ Brand awareness	☐ Traffic	☐ Conversions
☐ Reach	☐ Engagement	☐ Catalog sales
	☐ App installs	☐ Store traffic
	☐ Video views	
	☐ Lead generation	
	☐ Messages	

Cancel Continue

In this pop-up, select the "Create New Campaign" option.

Amount	Status	Conversions	On-F
\$43.61	Ongoing	11	—
\$0.00	Ongoing	—	—
\$109.54		118	—
Total Spent		Total	Total

Awareness → Consideration → Conversion

When creating an ad campaign on Facebook, these are your **three** campaign objective categories.

Campaigns CE Clients (111087379925797... ▾

Updated today at 11:33 AM ↻ Discard Drafts Review and Publish ...

Search ▾ Filters ▾ + Add filters to narrow the data you are seeing.

Campaigns Ad Sets Ads

+ Create Duplicate ▾ Edit ▾ A/B Test ↺

	Campaign Name ▾	Delivery ▴
☐	Traffic Test	Off
☐	Message-WBF	Off
☐	ENG - WBF	Off
☐	Eng-WBF	Off
☐	Reach-WBF	Off
> Results from 5 campaigns ⓘ		

Create New Campaign Use Existing Campaign X

Choose a Campaign Objective [Learn More](#)

Awareness Consideration Conversion

- ☐ Brand awareness
- ☐ Reach
- ☐ Traffic
- ☐ Engagement
- ☐ App installs
- ☐ Video views
- ☐ Lead generation
- ☐ Messages
- ☐ Conversions
- ☐ Catalog sales
- ☐ Store traffic

Cancel Continue

\$109.54 Total Spent

118 Total

On-F Pu

Types of Campaign Objectives

Selecting the type of campaign objective you want to run is the first step of creating a Facebook ad campaign.

Create New Campaign Use Existing Campaign

Choose a Campaign Objective
[Learn More](#)

Awareness	Consideration	Conversion
☐ Brand awareness	☐ Traffic	☐ Conversions
☐ Reach	☐ Engagement	☐ Catalog sales
	☐ App installs	☐ Store traffic
	☐ Video views	
	☐ Lead generation	
	☐ Messages	

Cancel Continue

View Setup Columns: Custom Breakdown Reports

Amount Spent	Ends	Link Clicks	Website Purchases	On-F-Pu
\$27.68	Ongoing	67	—	
\$35.10	Ongoing	40	—	
\$3.15	Ongoing	—	—	
\$43.61	Ongoing	11	—	
\$0.00	Ongoing	—	—	
\$109.54		118	—	
Total Spent		Total	Total	

Step #1: Select Campaign Objective

Whether if you want to get more people into your physical store (STORE TRAFFIC), visitors to your website (TRAFFIC), or to like your Facebook Post (ENGAGEMENT)...

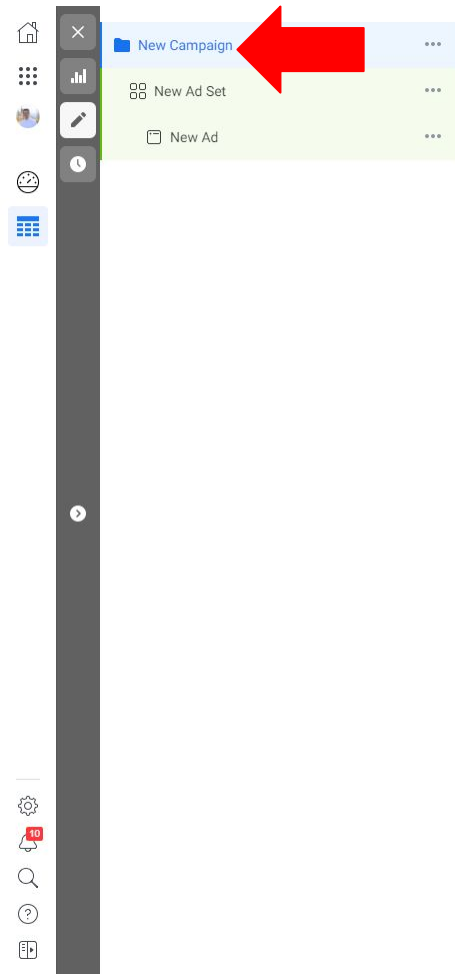
Create New Campaign Use Existing Campaign

Choose a Campaign Objective [Learn More](#)

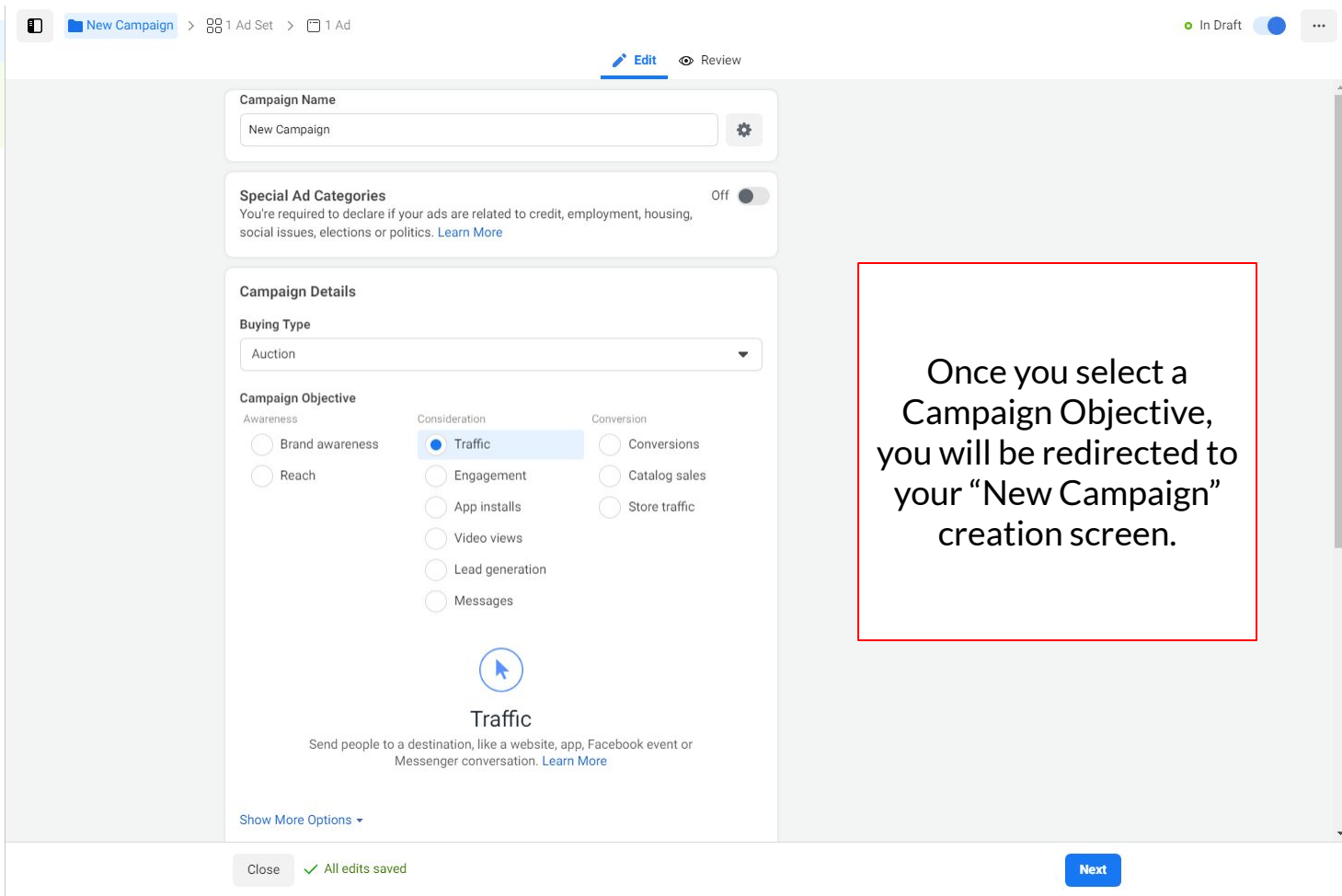
Awareness	Consideration	Conversion
☐ Brand awareness	☐ Traffic	☐ Conversions
☐ Reach	☐ Engagement	☐ Catalog sales
	☐ App installs	☐ Store traffic
	☐ Video views	
	☐ Lead generation	
	☐ Messages	

Cancel Continue

...Facebook has a **Campaign Objective** for every scenario and type of ad you could ever want!



The sidebar navigation menu on the left includes icons for Home, Analytics, Ad Library, Campaigns, Ad Sets, and Ads. Below these are icons for a clock, a list, and a search icon. A red arrow points to the 'New Campaign' button in the top navigation bar.



The 'New Campaign' creation screen is displayed. At the top, the breadcrumb navigation shows 'New Campaign' > '1 Ad Set' > '1 Ad'. The 'Campaign Name' field is set to 'New Campaign'. The 'Special Ad Categories' section is currently 'Off'. Under 'Campaign Details', the 'Buying Type' is set to 'Auction'. The 'Campaign Objective' section shows three columns: Awareness (Brand awareness, Reach), Consideration (Traffic, Engagement, App installs, Video views, Lead generation, Messages), and Conversion (Conversions, Catalog sales, Store traffic). The 'Traffic' objective is selected. A large red box on the right contains the text: 'Once you select a Campaign Objective, you will be redirected to your “New Campaign” creation screen.' At the bottom, there is a 'Close' button, a green checkmark indicating 'All edits saved', and a blue 'Next' button.

Notice the 3 levels to
your Facebook
campaign.

-Campaign
-Ad Set
-Ad

New Campaign > 1 Ad Set > 1 Ad

[Edit](#) [Review](#)

Campaign Name
New Campaign

Special Ad Categories
You're required to declare if your ads are related to credit, employment, housing, social issues, elections or politics. [Learn More](#) Off

Campaign Details

Buying Type
Auction

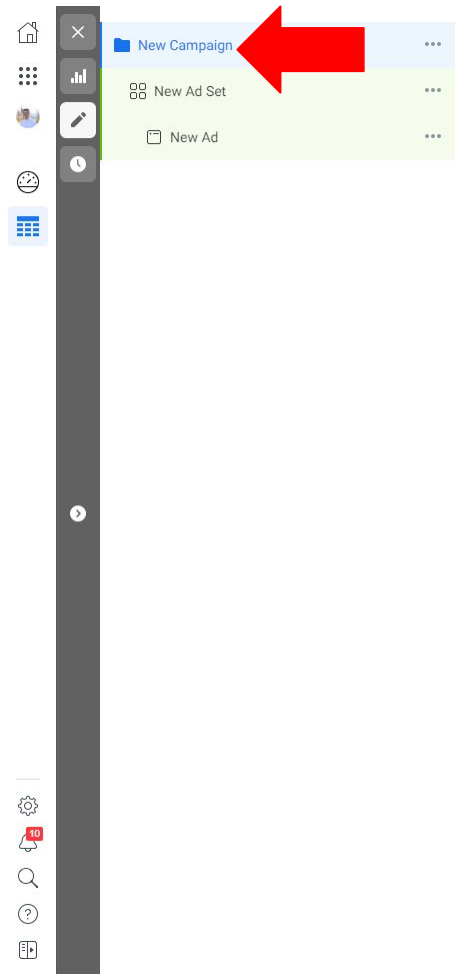
Campaign Objective

Awareness	Consideration	Conversion
☐ Brand awareness	☒ Traffic	☐ Conversions
☐ Reach	☐ Engagement	☐ Catalog sales
	☐ App installs	☐ Store traffic
	☐ Video views	
	☐ Lead generation	
	☐ Messages	

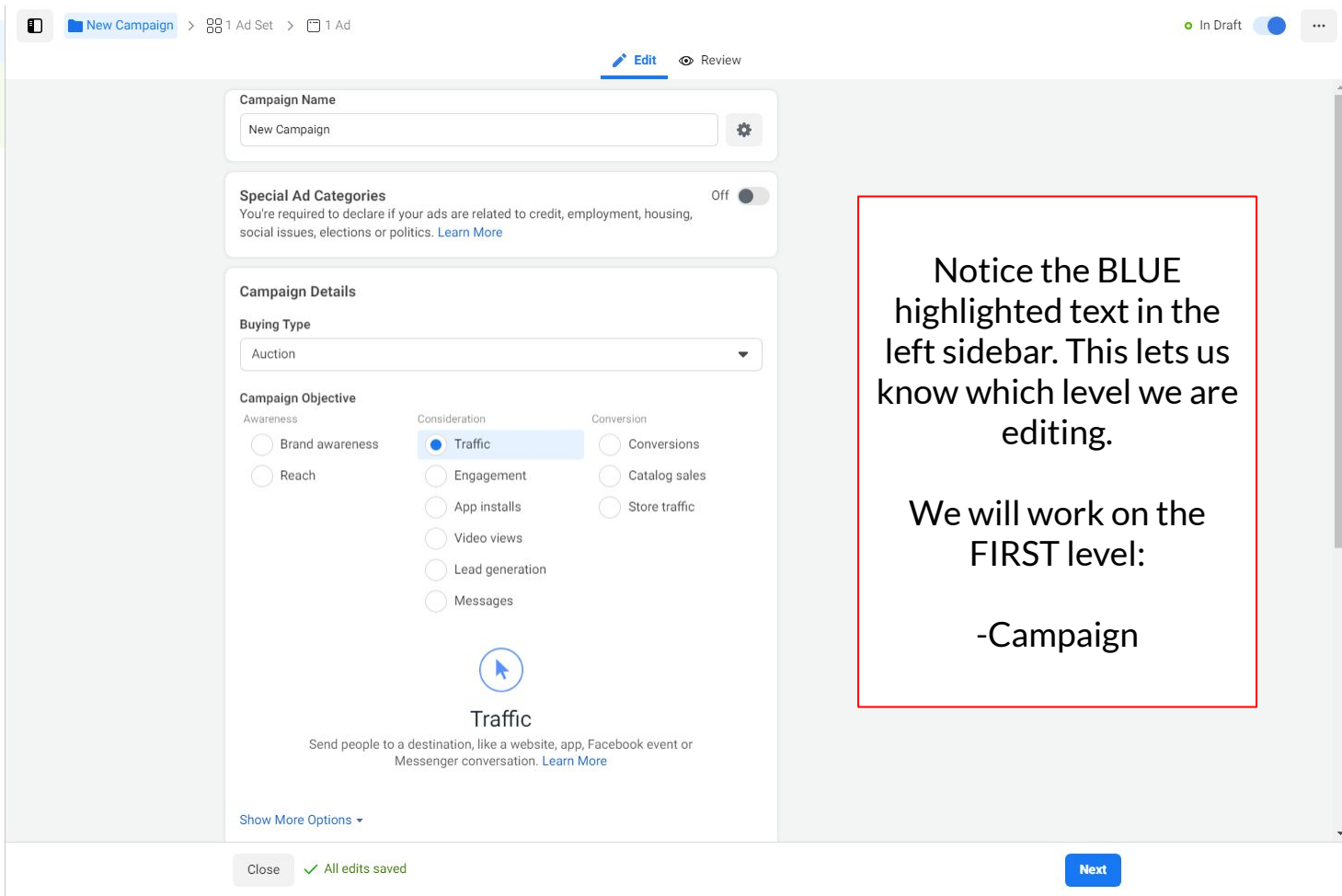

Traffic
Send people to a destination, like a website, app, Facebook event or Messenger conversation. [Learn More](#)

[Show More Options](#)

Close ✓ All edits saved [Next](#)



The sidebar on the left contains several icons for navigation. A red arrow points to the 'New Campaign' option, which is highlighted in blue. Below it are 'New Ad Set' and 'New Ad' options, both highlighted in green. The sidebar also includes icons for a home page, analytics, a profile picture, a clock, and a list of items.



The main content area shows the 'New Campaign' setup screen. At the top, there's a breadcrumb trail: 'New Campaign' > '1 Ad Set' > '1 Ad'. The 'Campaign Name' field is set to 'New Campaign'. Below this, the 'Special Ad Categories' section is turned off. The 'Campaign Details' section shows the 'Buying Type' as 'Auction'. Under 'Campaign Objective', the 'Traffic' option is selected and highlighted in blue. Below the objective selection, there's a large blue circular button with a mouse cursor icon and the word 'Traffic'. The description below it says: 'Send people to a destination, like a website, app, Facebook event or Messenger conversation. [Learn More](#)'. At the bottom, there's a 'Show More Options' link. A status bar at the bottom indicates 'Close' and 'All edits saved'. A 'Next' button is located at the bottom right.

Notice the BLUE highlighted text in the left sidebar. This lets us know which level we are editing.

We will work on the FIRST level:

-Campaign

Navigation sidebar with icons for Home, Analytics, Campaigns, Ad Sets, Ad, and a search icon. The sidebar is dark gray with white icons. The main content area is light gray.

Facebook Ads Manager interface showing the "New Campaign" setup screen. The breadcrumb trail at the top reads: "New Campaign > 1 Ad Set > 1 Ad". The status is "In Draft".

Campaign Name
New Campaign

Special Ad Categories
You're required to declare if your ads are related to credit, employment, housing, social issues, elections or politics. [Learn More](#) Off

Campaign Details

Buying Type
Auction

Campaign Objective

Awareness	Consideration	Conversion
☐ Brand awareness	☒ Traffic	☐ Conversions
☐ Reach	☐ Engagement	☐ Catalog sales
	☐ App installs	☐ Store traffic
	☐ Video views	
	☐ Lead generation	
	☐ Messages	

Traffic
Send people to a destination, like a website, app, Facebook event or Messenger conversation. [Learn More](#)

[Show More Options](#)

Close ✓ All edits saved

Next

First name your Campaign.

Navigation sidebar with icons for Home, Analytics, Campaigns, Ads, and Settings. The main menu shows:

- New Campaign
- New Ad Set
- New Ad

Facebook Ads Manager interface showing the "New Campaign" setup screen.

Top navigation: New Campaign > 1 Ad Set > 1 Ad

Buttons: Edit, Review

Campaign Name
New Campaign

Special Ad Categories
You're required to declare if your ads are related to credit, employment, housing, social issues, elections or politics. [Learn More](#) Off

Campaign Details

Buying Type
Auction

Campaign Objective

Awareness	Consideration	Conversion
☐ Brand awareness	☒ Traffic	☐ Conversions
☐ Reach	☐ Engagement	☐ Catalog sales
	☐ App installs	☐ Store traffic
	☐ Video views	
	☐ Lead generation	
	☐ Messages	

Traffic
Send people to a destination, like a website, app, Facebook event or Messenger conversation. [Learn More](#)

[Show More Options](#)

Close ✓ All edits saved

Next

Select "Auction" for the Buying Type.

Navigation sidebar with icons for Home, Dashboard, Reports, Campaigns, and Settings. The main menu shows:

- New Campaign
- New Ad Set
- New Ad

Top navigation: New Campaign > 1 Ad Set > 1 Ad

Buttons: Edit, Review

Campaign Name

New Campaign

Special Ad Categories Off

You're required to declare if your ads are related to credit, employment, housing, social issues, elections or politics. [Learn More](#)

Campaign Details

Buying Type

Auction

Campaign Objective

Awareness

Consideration

Conversion

☒ Traffic

☐ Brand awareness

☐ Reach

☐ Engagement

☐ App installs

☐ Video views

☐ Lead generation

☐ Messages

☐ Conversions

☐ Catalog sales

☐ Store traffic



Traffic

Send people to a destination, like a website, app, Facebook event or Messenger conversation. [Learn More](#)

[Show More Options](#)

Close ✓ All edits saved

Next

Confirm the Campaign Objective type you selected for this new Campaign.

✕

New Campaign

...

📊

New Ad Set

...

📄

New Ad

...

🏠

📊

👤

🕒

📅

⚙️

🔍

?

📄

New Campaign > 1 Ad Set > 1 Ad

Edit

Review

Campaign Name

New Campaign

⚙️

Special Ad Categories

Off

You're required to declare if your ads are related to credit, employment, housing, social issues, elections or politics. [Learn More](#)

Campaign Details

Buying Type

Auction

Campaign Objective

Awareness

Consideration

Conversion

☐ Brand awareness

☒ Traffic

☐ Conversions

☐ Reach

☐ Engagement

☐ Catalog sales

☐ App installs

☐ Video views

☐ Store traffic

☐ Lead generation

☐ Messages

🖱️

Traffic

Send people to a destination, like a website, app, Facebook event or Messenger conversation. [Learn More](#)

Show More Options

Close

✓ All edits saved

Next

Scroll down.

×

New Campaign

...

📊

New Ad Set

...

📅

New Ad

...

🏠

📊

👤

🕒

📅

➡

⚙️

🔍

?

📄

New Campaign > 1 Ad Set > 1 Ad

In Draft

...

Edit

Review

Lead generation

Messages

Traffic

Send people to a destination, like a website, app, Facebook event or Messenger conversation. [Learn More](#)

Show More Options ▾

A/B Test

Test campaigns against each other to understand which strategies give you the best result. Your potential reach will be divided among your test campaigns for more accurate results. [Learn More](#)

Campaign Budget Optimization

On

Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn More](#)

Campaign Budget

Daily Budget ▾

\$100.00

USD

Actual amount spent daily may vary. ⓘ

Campaign Bid Strategy

Lowest cost

Show More Options ▾

Select your budget.

Close

✓ All edits saved

Next

COURSEENVY

Coursenvy®

www.Coursenvy.com

Notice the BLUE highlighted text in the left sidebar. We are now editing the AD SET level.

New Campaign > **New Ad Set** > 1 Ad

[Edit](#) [Review](#)

Ad Set Name

New Ad Set

Traffic

Choose where you want to drive traffic. You'll enter more details about the destination later.

☒ Website

☐ App
Choose the app you want to advertise. You can advertise any app that you've registered on Facebook's developer site. [Get Help for App Install Ads](#)

☐ Messenger
Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.

☐ WhatsApp
When a person clicks on your ad, a message thread with your business will open in WhatsApp. Your ad will be shown to people more likely to open WhatsApp.

Dynamic Creative Off ☐
Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn More](#)

Offer Off ☐
Drive more conversions by creating an offer people can save and get reminders about. [Learn More](#)

Budget & Schedule

Start Date

Aug 11, 2020 1:20 PM
Pacific Time

Close ✓ All edits saved

[Back](#) [Next](#)

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people ⓘ

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

**Target
Audience
=
Ad Set**

New Campaign > New Ad Set > 1 Ad

In Draft

Edit Review

Ad Set Name

New Ad Set



Traffic

Choose where you want to drive traffic. You'll enter more details about the destination later.

☒ Website

☐ App

Choose the app you want to advertise. You can advertise any app that you've registered on Facebook's developer site. [Get Help for App Install Ads](#)

☐ Messenger

Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.

☐ WhatsApp

When a person clicks on your ad, a message thread with your business will open in WhatsApp. Your ad will be shown to people more likely to open WhatsApp.

Dynamic Creative

Off

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn More](#)

Offer

Off

Drive more conversions by creating an offer people can save and get reminders about. [Learn More](#)

Budget & Schedule

Start Date

Aug 11, 2020

1:20 PM

Pacific Time

Close

✓ All edits saved

Audience Definition



Your audience selection is fairly broad.

Potential Reach: 230,000,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

**Scroll down to the
AUDIENCE section on
the AD SET level.**

Back

Next

As you can see, the options for reaching your target audience are truly endless with Facebook Ads, including: Custom Audiences (e.g. your email list), Locations, Age, Gender, Languages, Detailed Targeting (e.g. Demographics, Interests, or Behaviors).

Audience

Create New Audience

Use Saved Audience ▼

Custom Audiences

Create New ▼

Search existing audiences

Exclude

Locations

Location:

- United States

Age

18 - 65+

Gender

All genders

Detailed Targeting

All demographics, interests and behaviors

Detailed Targeting Expansion:

- Off

Languages

All languages

Hide Options ▲

Connections

All people

Save This Audience

Close



Verifying your edits...

Edit

Review

Audience Definition



Your audience selection is fairly broad.

Potential Reach: 230,000,000 people ⓘ

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Back

Next

Audience = Who Sees Your Ad

The Audience section of your Facebook ad campaign enables you to show your ads to the people you think will care about your brand.

The 2 Basic Types of Audiences: <https://www.facebook.com/business/help/121933141221852>

- **Specific** - Targeting a small niche group of people (potential ad reach between 1,000 and 1,000,000 users) via strict parameters at nearly every option available under the Audience section of your Facebook Ad creation.
- **Broad** - Targeting a much larger group of people (potential ad reach over 1,000,000 users). Facebook ads implement a machine learning algorithm and use a ton of data to optimize your campaigns for who is most likely to click your ad. Just because you have a broad ad with a potential reach of 1m+ doesn't mean Facebook will serve your campaign to one million people. Facebook is using its algorithm to find the best users, for your budget! They want your ads to succeed so you keep paying them :)

 Review

Create New Audience

Use Saved Audience ▼

Custom Audiences

Create New ▼

🔍 Search existing audiences

Exclude

Locations

Location:

- United States

Age

18 - 65+

Gender

All genders

Detailed Targeting

All demographics, interests and behaviors

Detailed Targeting Expansion:

- Off

Languages

All languages

Hide Options ▲

Connections

All people

Save This Audience

Audience Definition



Your audience selection is fairly broad.

Potential Reach: 230,000,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Notice your total ad campaign Potential Reach change as you edit your Audience.

Close Verifying your edits...

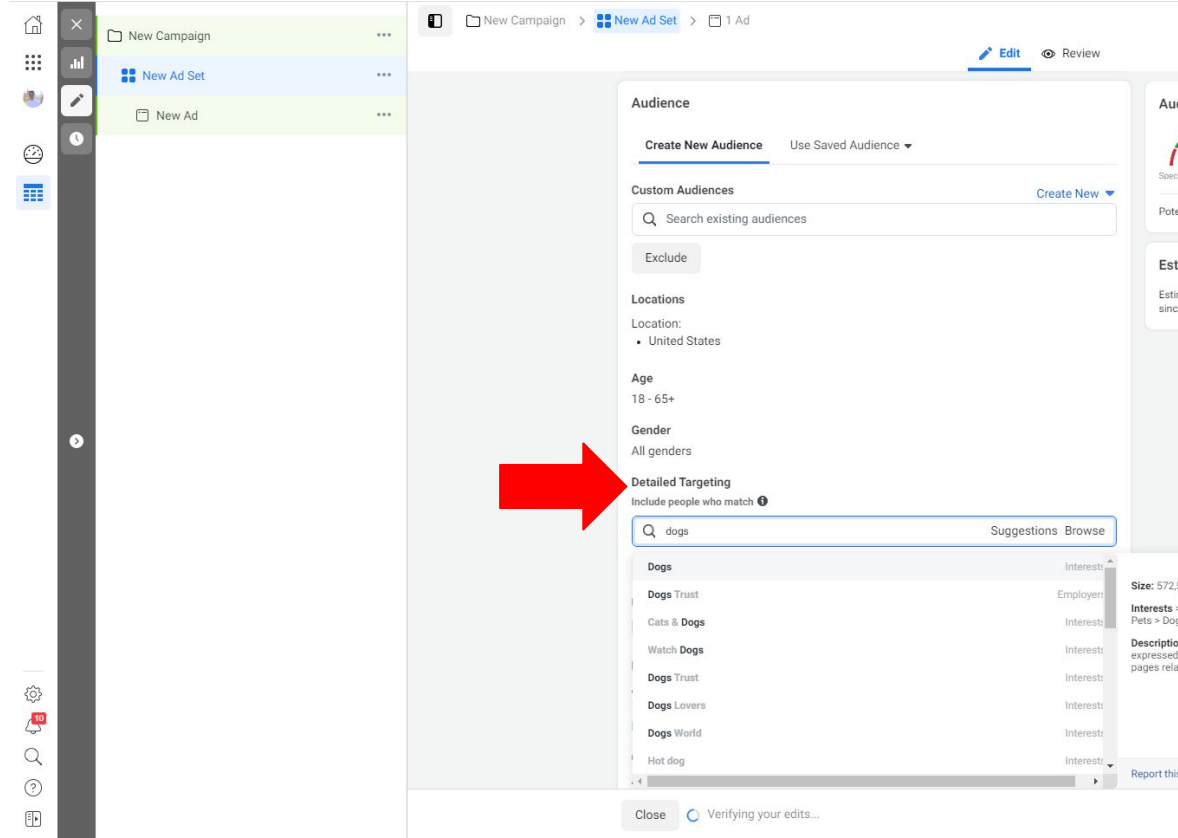
[Back](#)

Next

Detailed Targeting

Detailed Targeting is one of the audience targeting options Facebook enables you to use to refine the group of people your ads are shown to.

EXAMPLE: Users interested in “Dogs”

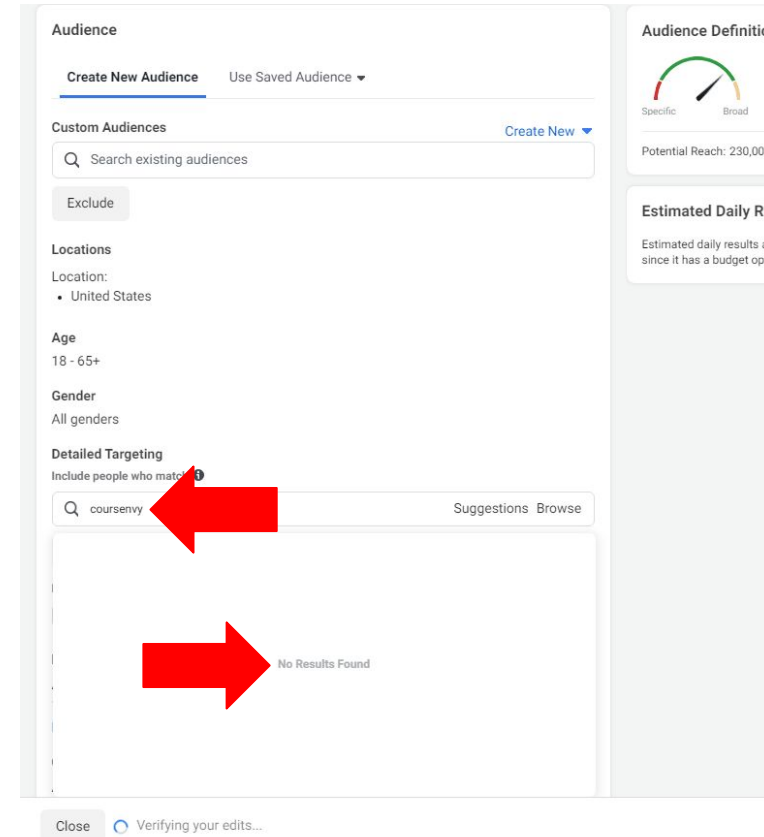


The screenshot displays the Facebook Ads Manager interface. On the left, a sidebar contains navigation icons. The main area shows a campaign structure with 'New Campaign', 'New Ad Set', and 'New Ad'. The 'New Ad Set' is selected, and the 'Audience' section is visible. Within the 'Audience' section, the 'Create New Audience' tab is active. Below this, the 'Custom Audiences' section has a search bar with 'dogs' entered. A red arrow points to the 'Detailed Targeting' section, which includes a search bar with 'dogs' entered and a list of suggestions: 'Dogs', 'Dogs Trust', 'Cats & Dogs', 'Watch Dogs', 'Dogs Trust', 'Dogs Lovers', 'Dogs World', and 'Hot dog'. The 'Dogs' suggestion is highlighted. The interface also shows 'Locations' (United States), 'Age' (18 - 65+), and 'Gender' (All genders). At the bottom, there are 'Close' and 'Verifying your edits...' buttons.

Detailed Targeting

One interest I love to target is competitors Facebook pages because typically, if people are engaging with my competitors page/product/service, they will most likely be interested in my similar brand.

But as you can see, **NOT ALL** Facebook pages are available in the search results (this is up to Facebook's discretion), so you will have to rely on **BROADER** targeting.



The screenshot displays the Facebook Audience Targeting interface. At the top, there are tabs for 'Create New Audience' and 'Use Saved Audience'. Below this, the 'Custom Audiences' section features a search bar with the text 'Search existing audiences' and a 'Create New' link. A red arrow points to the search bar, which contains the text 'coursenvy'. Below the search bar, there is a list of search results, but it is empty, with the text 'No Results Found' visible. A red arrow points to the 'No Results Found' text. To the right of the search bar, there are links for 'Suggestions' and 'Browse'. On the far right, there is a sidebar with a gauge labeled 'Audience Definition' showing a range from 'Specific' to 'Broad', and a section for 'Estimated Daily Reach' with a potential reach of 230,000.

Audience

Create New Audience Use Saved Audience ▼

Custom Audiences Create New ▼

Search existing audiences

Exclude

Locations

Location:

- United States

Age

18 - 65+

Gender

All genders

Detailed Targeting

Include people who match

Search: coursenvy Suggestions Browse

No Results Found

Close Verifying your edits...

Detailed Targeting → Broad Audience Example

EXAMPLE: Create a BROAD audience targeting your entire customer location, age, and gender. Then create a Custom Audience of all users who clicked your ad and landed on your website. Finally, create a Lookalike Audience of this Custom Audience that you can target in future ads for a more targeted audience option.

This is how to use a BROAD audience (potential reach over 1m) to extract potential customers!

The image shows the Facebook Audience targeting interface. Red arrows point to the 'Create New' button, the 'United States' location selection, the 'Age' range (25-60), and the 'Men' gender selection.

Audience

Create New Audience Use Saved Audience ▼

Custom Audiences [Create New ▼](#)

Search existing audiences

Exclude

Locations

People living in this location

United States

United States

Include Search Locations Browse

Add Locations in Bulk

Age

25 60

Gender

All Men Women

Detailed Targeting

Include people who match ⓘ

Search Add demographics, interests or behaviors Suggestions Browse

Audience Definition

Specific Broad

Potential Reach: 76,000,000 people ⓘ

Your audience selection is fairly broad.

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Facebook Ad Targeting

You can really target your audience in so many ways!

- Whether it's location or demographics (i.e. target by age, gender).
- We can target users interests such as hobbies and recent activity searches. What do users do in their pastime.
- What is their career? What was their education (i.e. target by colleges, schools)?
- We can target behaviors... like what websites are they searching/shopping on?
- What is their income level?
- What Facebook pages do they like? I love this targeting option because if there is a brand similar to yours that is your most likely your competition... why not market directly to those people! See if you can pull some of those people away to your brand instead!
- What does your AVATAR or PERFECT customer do, eat, play, use, like... EVERYTHING!

Facebook Ad Targeting

So with this course you will not only learn how to advertise to all these different audiences but also with accuracy and affordability!

I am all about **Return on Ad Spend (ROAS)**. Making your dollar stretch is very attainable with Facebook Ads.

So whether this is your first or 500th Facebook Ad, we'll be teaching you tips on how to get the best results from each type of ad!

Which leads to my final point... TESTING! I use **Split Testing** to find out which type of ad and/or variable is converting the best with my audience!

Test Test Test!

The key to Facebook Ad optimization is **TESTING!** What I love about Facebook is that it has great built in data reporting right in your Facebook Ads Manager so you can break down ads specifically by whatever your conversion metric is in order to see your results and your return on ad spend (via the **COLUMNS** and **BREAKDOWN** menus)!

Did people engage? Did people make a purchase? Did people opt into an email list? Whatever your conversion metric is, you can measure it with Facebook reporting!

The screenshot shows the Facebook Ads Manager interface. At the top, it says 'Campaigns' and 'Coursenvy.com Ad Account (5...'. Below this is a search bar and filters. The main table shows a list of campaigns. A red arrow points to the 'Columns: Custom' and 'Breakdown' dropdown menus in the top right corner of the table.

	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks
☐	VideoViews-bizSCHOOL	Off	Lowest cost	\$5.00 Daily	36,784 ThruPlays	158,595	282,591	\$0.01 Cost per ThruPlay	\$274.54	Ongoing	1.78	467
☐	VideoViews-Testimonial-Nic	Off	Lowest cost	\$5.00 Daily	34,830 ThruPlays	9,044	35,189	\$0.002 Cost per ThruPlay	\$82.94	Ongoing	3.89	24

Notice the BLUE highlighted text in the left sidebar. We are now editing the AD level.

New Campaign > New Ad Set > **New Ad**

In Draft

Edit Review

Ad Name

New Ad

Identity

Facebook Page

Coursenvy

Instagram Account

coursenvy

Ad Setup

Create Ad

Format

Choose how you'd like to structure your ad.

- ☒ Single Image or Video
One image or video, or a slideshow with multiple images
- ☐ Carousel
2 or more scrollable images or videos
- ☐ Collection
Group of items that opens into a fullscreen mobile experience

Fullscreen Mobile Experience

☐ Add an Instant Experience

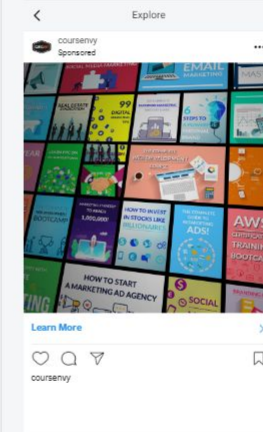
Ad Creative

Select the media, text, and destination for your ad. You can also

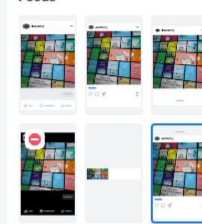
Preview On

14 Placements

Instagram
Explore



Feeds



Stories



In-Stream



Ad rendering and interaction may vary based on device, format and other factors.

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close All edits saved

Back

Publish

At the AD level we will be creating the actual Facebook Ad creative and copy users will see.

New Campaign > New Ad Set > **New Ad**

Ad Name
New Ad

Identity
Facebook Page
Coursenvy
Instagram Account
coursenvy

Ad Setup
Create Ad

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Close ☒ All edits saved

Back **Publish**

Facebook Ads

It is on this final step where I will teach you the strategies I use for creating actually Facebook ads that convert! Your goal is to create content, images, videos, and text that your potential customer will want to engage with when they see your ad!

Learn More About Reaching Your Future Customers & Fans:

<https://www.facebook.com/business/ads>

